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COLLEGE FOOTBALL ASSOCIATION

Charles M. Neinas, Executive Director

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Southwest Conference  
P.O. Box 569420  
Dallas, Texas 75356

6688 Gunpark Drive, Suite 201, Boulder, CO 80301-3339 (303) 530-5566 FAX (303) 530-5371

Before the  
Federal Communications Commission  
Washington, D.C. 20554

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MAY 20 1993

FCC MAIL ROOM

In the Matter of

Implementation of Section 26 of the  
Cable Television Consumer Protection  
and Competition Act of 1992

Inquiry into Sports Programming  
Migration

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PP Docket No. 93-21

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Cover Page Date: May 18, 1993  
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Comments submitted by the University of South Carolina, Columbia, South Carolina.

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044



# University of South Carolina

REX ENRIGHT CENTER • ATHLETIC DEPARTMENT • COLUMBIA, SOUTH CAROLINA 29208

April 26, 1993

Mr. Chuck Neinas  
Executive Director  
CFA  
6688 Gunpark Drive, Suite 201  
Boulder, CO 80301

MAY 20 1993  
FCC  
**RECEIVED**

MAY 20 1993

Dear Chuck:

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

The following is a response to your memorandum of March 24, 1993 for the University of South Carolina. We have researched available records and trust the enclosed information will be of assistance to the study by the FCC.

1. 1980-1992 Data

A. Football - total 52 TV Games

locally: 2 broadcast away, no cable away  
No broadcast home, no cable home

regionally: 1 broadcast away, 6 cable away  
2 broadcast home, 7 cable home

nationally: 4 broadcast away, 11 cable away  
4 broadcast home, 13 cable home

pay-per-view: 1 away (10-3-92)  
Tape-delay: 1 regional home

B. Basketball - total 135 TV Games

locally: 8 broadcast away, no cable away  
9 broadcast home, no cable home

regionally: 1 broadcast away, 52 cable away  
2 broadcast home, 35 cable home

nationally: 2 broadcast away, 9 cable away  
5 broadcast home, 12 cable home

Tape-delay: 1 local - away

2. Ratings are not available through our department or through the CFA or conferences.

3. For football: We have operated under NCAA, CFA, local, and conference contract packages. In 1990, the University operated with its own football TV network, which had three live telecasts and three taped delay telecasts. The games were shown over a statewide network and also over a regional cable system. Included is a copy of the 1990 agreement which provides information requested.
4. Percentages of revenue generated by sale of broadcast rights: (see enclosure)
5. Cable television has saturated the public with an offering of football and basketball viewing opportunities. The public now has the opportunity to view numerous games throughout the season, with a wide variety of national and regional

# *GUARANTEES AND RIGHTS*

|             | <i>Gate Receipts &amp; Guarantees</i> |                   | <i>Broadcast Rights</i> |                   |
|-------------|---------------------------------------|-------------------|-------------------------|-------------------|
|             | <i>Football</i>                       | <i>Basketball</i> | <i>Football</i>         | <i>Basketball</i> |
| <i>1980</i> | <i>39.2%</i>                          | <i>6.1%</i>       | <i>.36%</i>             | <i>1.0%</i>       |
| <i>1981</i> | <i>37.4%</i>                          | <i>5.4%</i>       | <i>5.0%</i>             | <i>.22%</i>       |
| <i>1982</i> | <i>28.0%</i>                          | <i>7.0%</i>       | <i>7.1%</i>             | <i>2.7%</i>       |
| <i>1983</i> | <i>39.7%</i>                          | <i>5.5%</i>       | <i>.34%</i>             | <i>1.7%</i>       |
| <i>1984</i> | <i>37.6%</i>                          | <i>6.7%</i>       | <i>3.3%</i>             | <i>1.9%</i>       |

## **AGREEMENT**

This Agreement is made and entered into by and between SportsNet Productions & Sports Marketing, Inc., hereinafter referred to as "SportsNet", and the University of South Carolina.

WITNESS that SportsNet and the University of South Carolina, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

### **SECTION I**

It is the intention of SportsNet to establish a meaningful, long-range working relationship with the University of South Carolina in the television production and packaging of its football and basketball programs. It is also the intention of SportsNet to produce these games in a professional manner. Performance under this Agreement will be directed by this philosophy. SportsNet agrees to use its best efforts to provide optimum coverage of University of South Carolina football and basketball.

### **SECTION II**

SportsNet is hereby granted the exclusive broadcast television rights from the University of South Carolina to televise live, and any subsequent taped delay, football and basketball games for the 1990-1991 season. SportsNet defines "exclusive rights" as all games not covered by the College Football Association contract with ABC or otherwise selected for either national commercial network or national cable (ESPN) exposure. Conference television rights are addressed in SECTION III herein.

The University of South Carolina grants SportsNet the exclusive in-state (South Carolina) rights to all games agreed upon for regional syndication by SportsNet. No other syndicator's production of a University of South Carolina game owned by SportsNet will be granted to a television station or cable franchise in the State of South Carolina without the express written consent of the University of South Carolina and SportsNet.

|          |                      |       |            |
|----------|----------------------|-------|------------|
| 10/18/90 | E. Carolina at USC   | Live  | 12:10 P.M. |
| 10/20/90 | The Citadel at USC   | Delay | 11:30 P.M. |
| 11/03/90 | Florida State at USC | Live  | 12:10 P.M. |

Any basketball games for the 1990-1991 season remain subject to negotiation between the University of South Carolina Athletic Department and SportsNet.

SportsNet shall set up a network of commercial television stations to carry these football and basketball games. It is the intention of SportsNet to clear the following markets:

SOUTH CAROLINA

POTENTIAL REACH

|                        |         |
|------------------------|---------|
| Columbia               | 299,900 |
| Greenville/Spartanburg | 646,900 |
| Charleston             | 221,300 |
| Florence               | 153,800 |

NORTH CAROLINA

POTENTIAL REACH

|                       |         |
|-----------------------|---------|
| Charlotte             | 729,500 |
| Greensboro/High Point | 515,100 |
| Wilmington            | 143,300 |

GEORGIA

POTENTIAL REACH

|          |           |
|----------|-----------|
| Atlanta  | 1,374,900 |
| Augusta  | 209,300   |
| Savannah | 329,800   |

SportsNet will also offer the schedule to the following cable outlets: Home Team Sports, Sunshine Network, Sports South, Channel America and Prime Ticket.

SportsNet shall obtain all necessary station clearances and pay any fees associated therewith. SportsNet will use high-quality production techniques, equipment and on-air talent to produce these games. All talent, play-by-play and color analysis for both football and basketball will be selected by SportsNet with the express approval of the

SportsNet agrees to work closely with the University of South Carolina in developing content for all pre-game teasers, promotions and public service announcements to highlight the football and basketball programs.

### SECTION III

Should the University of South Carolina Football Program become a member of conference that requires member schools to participate in a conference package, then this conference package would have first priority over any University of South Carolina rights granted herein. It is hereby agreed that any games to be included in a conference television package shall be excluded automatically from this Agreement. The television broadcast rights to all remaining games not claimed by such conference package shall remain the property of SportsNet as provided in SECTION II of this Agreement.

It is acknowledged that the University of South Carolina Basketball Program is a member of the Metro Conference and that the Metro Conference requires member schools to participate in its Conference television package. Accordingly, the Metro Conference package has first priority over any rights granted herein. It is hereby agreed that any games to be included in the Metro Conference television package shall be excluded automatically from this Agreement. The television broadcast rights to all remaining games not claimed by the Metro Conference shall remain the property of SportsNet as provided in SECTION II of this Agreement.

### SECTION IV

SportsNet agrees to pay the University of South Carolina a rights fee of fifty (50%) percent of the net profits for the 1990-91 season. Net profits shall be defined as gross revenues less all ordinary and necessary business expenses including, but not limited to, all production costs, talent fees, travel expenses and sales commissions.

SportsNet will provide the University of South Carolina a financial statement detailing expenses and profit and rights payment for the football portion of this Agreement no later than December 28, 1990, and a financial statement detailing expenses and profit and rights payment for the basketball portion of this Agreement no later than May 1.

#### SECTION V

SportsNet shall not assign this Agreement in whole or in part without the written consent of the University of South Carolina.

#### SECTION VI

Both parties agree that the University of South Carolina shall retain the ownership rights to all film.



places, and available to employees and applicants for employment, notices setting forth the provisions of this non-discrimination clause.

B. SportsNet, in all solicitations or advertisements for employees placed by or on behalf of SportsNet, will state that SportsNet is an equal opportunity employer.

#### SECTION IX

This Agreement shall be governed in all respects by the laws of the State of South Carolina and any litigation with respect thereto shall be brought in the courts of South Carolina. SportsNet shall comply with applicable federal, state and local laws and regulations.

#### SECTION X

This Agreement shall commence on the fifteenth (15th) day of May, 1990, and end on the thirtieth (30th) day of June, 1991.

This Agreement may be renewed for additional one (1) year terms upon mutually agreed upon written terms and conditions. SportsNet shall give the University of South Carolina not less than sixty (60) day written notice prior to the end of the term of its desire to renew this Agreement.

#### SECTION XI

Either party may terminate this Agreement upon thirty (30) days advance written notice in the event that the other party has failed to perform in accordance with the provisions hereof. Notices of default shall specify with particularity the defaults being asserted and shall be sent by certified mail, return receipt requested, to the University of South Carolina Director of Athletics, or to James E. Forest, as the circumstances warrant.

In the event SportsNet fails to establish the network of commercial television stations to carry the University of South Carolina football and basketball games by August 15, 1990, then this Agreement shall terminate automatically, without further notice, and the University shall be entitled to market the broadcast television rights to such games as it deems appropriate.

IN TESTIMONY WHEREOF, the duly authorized representatives of the parties have executed this Agreement.

University of South Carolina SportsNet Productions &

STATE OF SOUTH CAROLINA                    )  
  )  
COUNTY OF RICHLAND                        )     AMENDMENT TO AGREEMENT

THIS AMENDMENT TO AGREEMENT is made and entered into this 27th day of August, 1990, by and between the University of South Carolina, an educational institution and an agency of the State of South Carolina, acting by and through its Department of Athletics ("University"), and SportsNet Productions & Sports Marketing, Inc., a duly organized corporation doing business in the State of South Carolina ("SportsNet").

WITNESSETH:

WHEREAS, the parties hereto previously entered into an Agreement ("Agreement") under which the University granted to SportsNet certain broadcast television rights to the University's 1990 football games, a copy of said Agreement being attached hereto and incorporated herein by reference; and

WHEREAS, the parties now desire to amend the Agreement to specify the finalized television schedule for the University's 1990 football games and the financial obligations therefor;

NOW, THEREFORE, in consideration of the Agreement and the mutual covenants and conditions contained herein, the parties hereto agree as follows:

1. Amendments to Agreement

(a) Section II of the Agreement is hereby amended to provide the finalized television schedule for the University's 1990 football games, as follows:

1990 USC FOOTBALL TV SCHEDULE

|          |                      |       |            |
|----------|----------------------|-------|------------|
| 09/01/90 | Duke at USC          | Delay | 11:30 P.M. |
| 09/08/90 | UNC at USC           | Delay | 11:30 P.M. |
| 09/22/90 | USC at Virginia Tech | Live  | 12:10 P.M. |
| 10/18/90 | E. Carolina at USC   | Live  | 12:10 P.M. |
| 11/03/90 | Florida State at USC | Live  | 12:10 P.M. |

(b) Section IV of the Agreement is hereby amended by adding the following:

"Notwithstanding the foregoing provisions of Section IV, the University of South Carolina hereby agrees to pay SportsNet the sum of Forty Six Thousand (\$46,000.00) Dollars to defray the production costs associated with the delayed

television broadcasts of the Duke vs. USC and UNC vs. USC football games, as follows:

August 29, 1990      --      \$23,000.00

September 5, 1990 -- \$23,000.00

provided; however, that SportsNet hereby agrees that any gross revenue it receives as a result of advertising sales made in connection with the televising of the University's 1990 football games, excluding the first Sixty Thousand (\$60,000.00) Dollars, shall be disbursed to the University to repay said Forty Six Thousand (\$46,000.00) payment by the University for the television broadcast production costs of the Duke vs. USC and UNC vs. USC football games.

### 3. Agreement in Full Force and Effect

Except as amended hereby, the terms and conditions of the Agreement between the parties shall remain in full force and effect.

IN TESTIMONY WHEREOF, the duly authorized representatives of the parties have executed this Agreement.

UNIVERSITY OF SOUTH CAROLINA

SPORTSNET PRODUCTIONS &  
SPORTS MARKETING, INC.

By: \_\_\_\_\_

John L. Stearns

**By:**

James E. Hunt

# UNIVERSITY OF SOUTH CAROLINA MEN'S BASKETBALL

*(Televised games since 1980)*

| <b>Date</b>   | <b>Opponent</b>      | <b>Location</b>   | <b>Outlet</b> | <b>Live/Tape</b> |
|---------------|----------------------|-------------------|---------------|------------------|
| Jan. 3, 1980  | Georgia Southern     | Columbia, S.C.    | WIS-TV        | Live/Local       |
| Jan. 19, 1980 | East Tennessee State | Columbia, S.C.    | WIS-TV        | Live/Local       |
| Jan. 26, 1980 | Marquette            | Columbia, S.C.    | NBC/TVS       | Live/Regional    |
| Feb. 2, 1980  | Clemson              | Columbia, S.C.    | WIS-TV        | Live/Local       |
| Feb. 4, 1980  | Rhode Island         | Columbia, S.C.    | WIS-TV        | Live/Local       |
| Feb. 16, 1980 | Notre Dame           | Columbia, S.C.    | NBC/TVS       | Live/Regional    |
| Feb. 20, 1980 | Furman               | Greenville, S.C.  | WIS-TV        | Live/Local       |
|               |                      |                   |               |                  |
| Dec. 6, 1980  | Clemson              | Columbia, S.C.    | WIS-TV        | Live/State-Wide  |
| Dec. 23, 1980 | Texas                | Columbia, S.C.    | Raycom/ESPN   | Live/National    |
| Jan. 21, 1981 | Temple               | Columbia, S.C.    | WIS-TV        | Live/State-Wide  |
| Jan. 24, 1981 | Davidson             | Columbia, S.C.    | WIS-TV        | Live/State-Wide  |
| Feb. 8, 1981  | Clemson              | Clemson, S.C.     | ACC Network   | Live/Regional    |
| Feb. 11, 1981 | Furman               | Columbia, S.C.    | WIS-TV        | Live/State-Wide  |
| Feb. 23, 1981 | Georgia Southern     | Columbia, S.C.    | WIS-TV        | Live/State-Wide  |
|               |                      |                   |               |                  |
| Dec. 9, 1981  | Temple               | Philadelphia, Pa. | Raycom/ESPN   | Live/National    |
| Dec. 12, 1981 | Clemson              | Clemson, S.C.     | ACC Network   | Live/Regional    |
| Dec. 22, 1981 | Florida State        | Columbia, S.C.    | Raycom        | Live/Regional    |
| Jan. 2, 1982  | Iowa                 | Columbia, S.C.    | Raycom/ESPN   | Live/National    |
| Jan. 4, 1982  | Richmond             | Richmond, Va.     | Raycom/ESPN   | Live/National    |
| Jan. 9, 1982  | San Francisco        | Columbia, S.C.    | CBS           | Live/National    |
| Jan. 13, 1982 | DePaul               | Chicago, Ill.     | Raycom/ESPN   | Live/National    |
| Jan. 23, 1982 | Texas                | Austin, Tex.      | Raycom/ESPN   | Live/National    |
| Feb. 6, 1982  | Clemson              | Columbia, S.C.    | Raycom/ESPN   | Live/National    |
| Feb. 11, 1982 | Furman               | Greenville, S.C.  | Raycom        | Live/Regional    |
| Feb. 20, 1982 | Notre Dame           | Columbia, S.C.    | CBS           | Live/National    |
| Feb. 22, 1982 | Florida State        | Tallahassee, Fla. | Raycom        | Live/Regional    |
| Mar. 7, 1982  | Nevada-Las Vegas     | Columbia, S.C.    | CBS           | Live/National    |
|               |                      |                   |               |                  |
| Dec. 11, 1982 | Purdue               | Columbia, S.C.    | Raycom        | Live/Regional    |
| Jan. 22, 1983 | Idaho                | Columbia, S.C.    | CBS           | Live/National    |
| Jan. 27, 1983 | Clemson              | Columbia, S.C.    | Raycom        | Live/Regional    |
| Jan. 29, 1983 | Furman               | Columbia, S.C.    | Raycom        | Live/Regional    |
| Feb. 12, 1983 | Clemson              | Clemson, S.C.     | ACC Network   | Live/Regional    |
| Feb. 27, 1983 | Marquette            | Columbia, S.C.    | CBS           | Live/National    |
| Mar. 2, 1983  | DePaul               | Columbia, S.C.    | Raycom        | Live/Regional    |
|               |                      |                   |               |                  |
| Dec. 3, 1983  | Clemson              | Clemson, S.C.     | ACC Network   | Live/Regional    |
| Jan. 3, 1984  | Florida State        | Tallahassee, Fla. | Raycom        | Live/Regional    |
| Jan. 7, 1984  | Davidson             | Charlotte, N.C.   | Raycom        | Live/Regional    |
| Jan. 14, 1984 | Marquette            | Milwaukee, Wis.   | CBS           | Live/National    |
| Jan. 18, 1984 | Memphis State        | Columbia, S.C.    | Raycom        | Live/Regional    |
| Jan. 23, 1984 | Vanderbilt           | Nashville, Tenn.  | Raycom        | Live/Regional    |
| Jan. 28, 1984 | Florida State        | Columbia, S.C.    | Raycom        | Live/Regional    |
| Feb. 4, 1984  | Notre Dame           | Columbia, S.C.    | CBS           | Live/National    |
| Feb. 11, 1984 | Clemson              | Columbia, S.C.    | Raycom        | Live/Regional    |
| Feb. 16, 1984 | Georgia Tech         | Atlanta, Ga.      | ACC Network   | Live/Regional    |
| Feb. 18, 1984 | Virginia Tech        | Columbia, S.C.    | Raycom        | Live/Regional    |
| Feb. 25, 1984 | Tulane               | New Orleans, La.  | Raycom        | Live/Regional    |
| Mar. 1, 1984  | DePaul               | Chicago, Ill.     | Raycom        | Live/Regional    |
| Mar. 9, 1984  | Metro Tournament     | Memphis, Tenn.    | Raycom        | Live/Regional    |

| <b>Date</b>   | <b>Opponent</b>      | <b>Location</b>    | <b>Outlet</b> | <b>Live/Tape</b> |
|---------------|----------------------|--------------------|---------------|------------------|
| Dec. 5, 1984  | Clemson              | Clemson, S.C.      | ACC Network   | Live/Regional    |
| Dec. 22, 1984 | Iowa                 | Iowa City, Iowa    | Raycom        | Live/Regional    |
| Jan. 5, 1985  | Memphis State        | Columbia, S.C.     | Raycom        | Live/Regional    |
| Jan. 12, 1985 | Virginia Tech        | Blacksburg, Va.    | Raycom        | Live/Regional    |
| Jan. 21, 1985 | Louisville           | Columbia, S.C.     | Raycom        | Live/Regional    |
| Jan. 26, 1985 | Tulane               | New Orleans, La.   | Raycom        | Live/Regional    |
| Feb. 6, 1985  | Southern Mississippi | Hattiesburg, Miss. | Raycom        | Live/Regional    |
| Feb. 18, 1985 | Memphis State        | Memphis, Tenn.     | Raycom        | Live/Regional    |
| Feb. 28, 1985 | Louisville           | Louisville, Ky.    | WHAS-TV       | Live/Local       |
| Mar. 7, 1985  | Metro Tournament     | Louisville, Ky.    | Raycom        | Live/Regional    |
| Jan. 6, 1986  | Memphis State        | Memphis, Tenn.     | ESPN          | Live/National    |
| Jan. 11, 1986 | Virginia Tech        | Columbia, S.C.     | Raycom        | Live/Regional    |
| Jan. 23, 1986 | Clemson              | Columbia, S.C.     | ESPN          | Live/National    |
| Jan. 25, 1986 | Southern Mississippi | Hattiesburg, Miss. | Raycom        | Live/Regional    |
| Feb. 1, 1986  | Florida State        | Columbia, S.C.     | Raycom        | Live/Regional    |
| Feb. 3, 1986  | Louisville           | Louisville, Ky.    | WHAS-TV       | Live/Local       |
| Feb. 8, 1986  | Alabama-Birmingham   | Birmingham, Ala.   | NBC           | Live/Regional    |
| Feb. 15, 1986 | Virginia Tech        | Blacksburg, Va.    | Raycom        | Live/Regional    |
| Feb. 26, 1986 | Louisville           | Columbia, S.C.     | Raycom/ESPN   | Live/National    |
| Mar. 1, 1986  | Florida State        | Tallahassee, Fla.  | Raycom        | Live/Regional    |
| Mar. 6, 1986  | Metro Tournament     | Louisville, Ky.    | Raycom        | Live/Regional    |
| Jan. 10, 1987 | Virginia Tech        | Blacksburg, Va.    | Raycom        | Live/Regional    |
| Jan. 17, 1987 | Memphis State        | Columbia, S.C.     | Raycom        | Live/Regional    |
| Jan. 31, 1987 | Southern Mississippi | Hattiesburg, Miss. | Raycom        | Live/Regional    |
| Feb. 2, 1987  | Louisville           | Louisville, Ky.    | WHAS-TV       | Live/Local       |
| Feb. 11, 1987 | Louisville           | Columbia, S.C.     | Raycom        | Live/Regional    |
| Feb. 14, 1987 | Florida State        | Columbia, S.C.     | Raycom        | Live/Regional    |
| Feb. 19, 1987 | Memphis State        | Memphis, Tenn.     | Raycom/ESPN   | Live/National    |
| Feb. 28, 1987 | Cincinnati           | Cincinnati, Ohio   | Raycom        | Live/Regional    |
| Mar. 6, 1987  | Metro Tournament     | Louisville, Ky.    | Raycom        | Live/Regional    |
| Mar. 7, 1987  | Metro Tournament     | Louisville, Ky.    | Raycom        | Live/Regional    |
| Dec. 9, 1987  | Alabama              | Columbia, S.C.     | ESPN          | Live/National    |
| Dec. 19, 1987 | Temple               | Philadelphia, Pa.  | ESPN          | Live/National    |
| Jan. 7, 1988  | Virginia Tech        | Columbia, S.C.     | ESPN          | Live/National    |
| Jan. 30, 1988 | Southern Mississippi | Columbia, S.C.     | Raycom        | Live/Regional    |
| Feb. 3, 1988  | Louisville           | Louisville, Ky.    | Raycom        | Live/Regional    |
| Feb. 13, 1988 | Memphis State        | Memphis, Tenn.     | Raycom        | Live/Regional    |
| Feb. 20, 1988 | Louisville           | Columbia, S.C.     | Raycom        | Live/Regional    |
| Feb. 27, 1988 | Florida State        | Columbia, S.C.     | Raycom        | Live/Regional    |
| Mar. 5, 1988  | Cincinnati           | Columbia, S.C.     | Raycom        | Live/Regional    |
| Mar. 11, 1988 | Metro Tournament     | Memphis, Tenn.     | Raycom        | Live/Regional    |
| Mar. 12, 1988 | Metro Tournament     | Memphis, Tenn.     | Raycom        | Live/Regional    |
| Dec. 20, 1988 | Ohio State           | Columbia, S.C.     | ESPN          | Live/National    |
| Jan. 11, 1989 | Louisville           | Louisville, Ky.    | WHAS-TV       | Live/Local       |
| Jan. 14, 1989 | Cincinnati           | Columbia, S.C.     | Raycom        | Live/Regional    |
| Feb. 4, 1989  | Clemson              | Clemson, S.C.      | ACC Network   | Live/Regional    |
| Feb. 11, 1989 | Memphis State        | Memphis, Tenn.     | Raycom        | Live/Regional    |
| Feb. 18, 1989 | Southern Mississippi | Hattiesburg, Miss. | Raycom        | Live/Regional    |
| Feb. 25, 1989 | Louisville           | Columbia, S.C.     | Raycom        | Live/Regional    |
| Feb. 27, 1989 | Virginia Tech        | Blacksburg, Va.    | Raycom        | Live/Regional    |
| Mar. 10, 1989 | Metro Tournament     | Columbia, S.C.     | Raycom        | Live/Regional    |
| Mar. 11, 1989 | Metro Tournament     | Columbia, S.C.     | Raycom        | Live/Regional    |
| Jan. 6, 1990  | Tulane               | Columbia, S.C.     | Raycom        | Live/Regional    |
| Jan. 13, 1990 | Cincinnati           | Columbia, S.C.     | Raycom        | Live/Regional    |

| <b>Date</b>   | <b>Opponent</b>      | <b>Location</b>       | <b>Outlet</b>   | <b>Live/Tape</b> |
|---------------|----------------------|-----------------------|-----------------|------------------|
| Jan. 16, 1990 | St. Peter's          | East Rutherford, N.J. | Sportschannel   | Live/National    |
| Jan. 20, 1990 | Florida State        | Tallahassee, Fla.     | Raycom          | Live/Regional    |
| Jan. 27, 1990 | Memphis State        | Columbia, S.C.        | Raycom          | Live/Regional    |
| Feb. 8, 1990  | Louisville           | Louisville, Ky.       | Raycom          | Live/Regional    |
| Feb. 17, 1990 | Southern Mississippi | Columbia, S.C.        | Raycom          | Live/Regional    |
| Feb. 24, 1990 | Memphis State        | Memphis, Tenn.        | Raycom          | Live/Regional    |
| Mar. 3, 1990  | Florida State        | Columbia, S.C.        | ESPN            | Live/National    |
| Mar. 8, 1990  | Metro Tournament     | Biloxi, Miss.         | Raycom          | Live/Regional    |
| Mar. 9, 1990  | Metro Tournament     | Biloxi, Miss.         | Raycom          | Live/Regional    |
| Nov. 30, 1990 | North Carolina       | Charlotte, N.C.       | Raycom          | Live/Regional    |
| Dec. 1, 1990  | Houston              | Charlotte, N.C.       | Raycom          | Live/Regional    |
| Jan. 7, 1991  | Louisville           | Louisville, Ky.       | WHAS-TV         | Live/Local       |
| Jan. 12, 1991 | Cincinnati           | Columbia, S.C.        | Raycom          | Live/Regional    |
| Jan. 19, 1991 | Florida State        | Columbia, S.C.        | Raycom          | Live/Regional    |
| Feb. 16, 1991 | Southern Mississippi | Hattiesburg, Miss.    | Raycom          | Live/Regional    |
| Feb. 23, 1991 | Memphis State        | Columbia, S.C.        | Raycom          | Live/Regional    |
| Mar. 2, 1991  | Florida State        | Tallahassee, Fla.     | Raycom          | Live/Regional    |
| Mar. 7, 1991  | Metro Tournament     | Roanoke, Va.          | Raycom          | Live/Regional    |
| Jan. 28, 1992 | Alabama              | Columbia, S.C.        | ESPN            | Live/National    |
| Feb. 15, 1992 | Arkansas             | Fayetteville, Ark.    | Jefferson-Pilot | Live/Regional    |
| Feb. 19, 1992 | LSU                  | Columbia, S.C.        | Jefferson-Pilot | Live/Regional    |
| Feb. 22, 1992 | Florida              | Columbia, S.C.        | ESPN            | Live/National    |
| Feb. 26, 1992 | Kentucky             | Lexington, Ky.        | Jefferson-Pilot | Live/Regional    |
| Mar. 12, 1992 | SEC Tournament       | Birmingham, Ala.      | Jefferson-Pilot | Live/Regional    |
| Dec. 4, 1992  | North Carolina       | Charlotte, N.C.       | Raycom          | Live/Regional    |
| Dec. 5, 1992  | Princeton            | Charlotte, N.C.       | Raycom          | Live/Regional    |
| Dec. 28, 1992 | Alabama-Birmingham   | Springfield, Mass.    | B'ham local     | Live/Local       |
| Jan. 9, 1993  | Arkansas             | Columbia, S.C.        | Jefferson-Pilot | Live/Regional    |
| Jan. 13, 1993 | Ole Miss             | Columbia, S.C.        | Jefferson-Pilot | Live/Regional    |
| Jan. 16, 1993 | Auburn               | Columbia, S.C.        | ESPN            | Live/National    |
| Jan. 23, 1993 | Kentucky             | Columbia, S.C.        | Jefferson-Pilot | Live/Regional    |
| Feb. 17, 1993 | Kentucky             | Lexington, Ky.        | UKTV            | Delayed/Local    |
| Mar. 11, 1993 | SEC Tournament       | Lexington, Ky.        | Jefferson-Pilot | Live/Regional    |

# Celebrating 100 Years

## TV GAMES

South Carolina football has appeared on television numerous times, dating back to a local telecast of a game against Marquette University in Milwaukee, Wis., Nov. 5, 1949. The first Gamecock home game to be televised was against the University of North Carolina in Carolina (now Williams-Brice) Stadium, Nov. 7, 1953.

That first home telecast was the first program aired by WIS-TV (Channel 10) when the Columbia NBC affiliate went on the air. The NBC network originally planned a "panorama" of four games nationwide on that date, showing one quarter of each game. When plans for that production did not materialize, NBC

agreed to honor a commitment to WIS-TV, which had scheduled the football telecast as its inaugural program.

NBC sent a remote unit from Washington, D.C., and play-by-play was handled by WIS-TV Sports Director Ray Stanfield. South Carolina beat North Carolina 18-0 in the game which was sponsored by General Motors. The teams split the \$50,000 rights fee for the one station network broadcast.

South Carolina also won its first televised road game, 6-3, over Marquette Nov. 5, 1949.

A detailed listing of Carolina's television appearances is as follows:

| Date           | Opponent (Score)            | Site                 | Affiliate                                     |
|----------------|-----------------------------|----------------------|---|
| Nov. 5, 1949   | Marquette (6-3)             | Milwaukee, Wis.      | Local Telecast                                |
| Nov. 7, 1953   | North Carolina (18-0)       | Columbia             | WIS-TV (Columbia)                             |
| Sept. 28, 1956 | Miami (Fla.) (6-14)         | Miami, Fla.          | Local Telecast                                |
| Oct. 11, 1958  | North Carolina (0-6)        | Chapel Hill, N.C.    | ACC Network (regional)                        |
| Oct. 31, 1964  | N.C. State (14-17)          | Raleigh, N.C.        | ABC-TV (regional)                             |
| Dec. 30, 1969  | West Virginia (3-14)*       | Atlanta, Ga.         | Mizlou Network (national)                     |
| Oct. 31, 1970  | Georgia (34-52)             | Athens, Ga.          | ABC-TV (regional)                             |
| Nov. 1, 1975   | N.C. State (21-28)          | Raleigh, N.C.        | ABC-TV (regional)                             |
| Dec. 23, 1975  | Miami (Ohio) (7-20)#        | Orlando, Fla.        | Independent Network                           |
| Sept. 11, 1976 | Georgia Tech (27-17)        | Atlanta, Ga.         | ABC-TV (regional)                             |
| Oct. 1, 1977   | East Carolina (19-16)       | Columbia             | ABC-TV (regional)                             |
| Nov. 19, 1977  | Clemson (27-31)             | Columbia             | ABC-TV (regional)                             |
| Sept. 8, 1979  | North Carolina (0-28)       | Chapel Hill, N.C.    | ESPN tape delay (national)                    |
| Nov. 24, 1979  | Clemson (13-9)              | Columbia             | ESPN tape delay (national)                    |
| Dec. 29, 1979  | Missouri (14-24)%           | Birmingham, Ala.     | Mizlou Network (national)                     |
| Sept. 20, 1980 | Southern California (13-23) | Los Angeles, Calif.  | WOL-TV (Columbia)                             |
| Nov. 1, 1980   | Georgia (10-13)             | Athens, Ga.          | ABC-TV (national)                             |
| Dec. 29, 1980  | Pittsburgh (9-37)†          | Jacksonville, Fla.   | ABC-TV (national)                             |
| Oct. 3, 1981   | Pittsburgh (28-42)          | Columbia             | ABC-TV (regional); ESPN tape delay (national) |
| Oct. 31, 1981  | N.C. State (20-12)          | Columbia             | ABC-TV (regional)                             |
| Nov. 21, 1981  | Clemson (13-29)             | Columbia             | ESPN tape delay (national)                    |
| Sept. 25, 1982 | Georgia (18-34)             | Columbia             | USA Network (national)                        |
| Oct. 23, 1982  | Louisiana State (6-14)      | Baton Rouge, La.     | WOL-TV (Columbia)                             |
| Nov. 20, 1982  | Clemson (6-24)              | Clemson, S.C.        | USA Network (national)                        |
| Oct. 8, 1983   | Notre Dame (6-30)           | Columbia             | ESPN tape delay (national)                    |
| Oct. 22, 1983  | Louisiana State (6-20)      | Baton Rouge, La.     | WOL-TV (Columbia, statewide)                  |
| Oct. 29, 1983  | N.C. State (31-17)          | Columbia             | WTBS-TV (national)                            |
| Nov. 19, 1983  | Clemson (13-22)             | Columbia             | ESPN tape delay (national)                    |
| Oct. 13, 1984  | Pittsburgh (45-21)          | Columbia             | Katz Sports (national)                        |
| Oct. 20, 1984  | Notre Dame (36-32)          | South Bend, Ind.     | TCS-Metrosports (national)                    |
| Nov. 10, 1984  | Florida State (38-26)       | Columbia             | ABC-TV (national)                             |
| Nov. 17, 1984  | Navy (21-38)                | Annapolis, Md.       | TCS-Metrosports (national)                    |
| Nov. 24, 1984  | Clemson (22-21)             | Clemson, S.C.        | ESPN tape delay (national)                    |
| Dec. 28, 1984  | Oklahoma State (14-21)†     | Jacksonville, Fla.   | ABC-TV (national)                             |
| Sept. 21, 1985 | Michigan (3-34)             | Columbia             | ABC-TV (national)                             |
| Oct. 5, 1985   | Pittsburgh (7-42)           | Pittsburgh, Pa.      | ESPN (national)                               |
| Nov. 9, 1985   | Florida State (14-56)       | Tallahassee, Fla.    | ESPN (national)                               |
| Aug. 30, 1986  | Miami (Fla.) (14-34)        | Columbia             | ESPN (national)                               |
| Sept. 6, 1986  | Virginia (20-30)            | Charlottesville, Va. | Jefferson Pilot (regional)                    |
| Sept. 27, 1986 | Georgia (26-31)             | Columbia             | ESPN (national)                               |
| Oct. 3, 1987   | Nebraska (21-30)            | Lincoln, Neb.        | ESPN (national)                               |
| Nov. 21, 1987  | Clemson (20-7)              | Columbia             | ESPN (national)                               |
| Dec. 5, 1987   | Miami (Fla.) (16-20)        | Miami, Fla.          | ESPN (national)                               |